

REVISED 4/15/96.

To: 1210 - New York ROU (ALVICH)
From: DDA:MSMAIL=rjrwss/rjrp10/1244; O=rjrem; P=wsy400; A=rjr; C=us
Posted: 4/9/96 15:31
Opened: 4/9/96 15:31
Subject: Trade Show Prebooks

1221		1222	ALL
1223	ALL	1223	ALL
1224	ALL	1228	
1225	ALL	1228	ALL
1226		ROM	
1229	ALL	PO	SC
1240		MC	PA
1244		RSM	RBM

4/9/96

To: New York Metro ROU
(For Division Managers & Retail Reps In Divisions 1222, 1223, 1224, 1225 & 1229)

From: George H. Moulton

Subject: Harold Levinson Associates Trade Show Prebooks

Harold Levinson Associates recently conducted a Trade Show and the attached promotional offers were made involving Winston, Doral Box, Pace and Bees.

The \$3.00 Off Promotion on ~~Bees~~ ^{PACE} is being deducted off invoice by Levinson; however, the promotions on Winston and Doral Box must be paid by your Sales Reps. There is no promotional payment on Bees.

I have also attached a spreadsheet indicating the names, addresses and telephone numbers. We will have part-time people at Levinson on Tuesday (today) to blackline, sticker and pack the promotions sold at the Trade Show. Pat Klein will contact all these accounts via telephone to let them know the promotion is going out and their delivery date is the week of 4/15/96. Your Sales Reps will have to get into the stores after that date to pay for the Winston or Doral Box promotions.

If you have any questions, please feel free to contact me.

Thank you for your assistance.

George

GHM/pk

[[PREBOOK.DOC : 2347 in PREBOOK.DOC]] [[PREBOOK1.XLS : 2348 in PREBOOK1.XLS]] - (8 1/2 x 14 paper)

51853 0768

AUTHORIZED BY _____

**HAROLD LEVINSON ASSOCIATES
TRADE SHOW PREBOOK -- MARCH 20, 1996**

PACE

RETAIL PROMOTION ONLY

**SPECIAL PROMOTION ON "PACE
LEVINSON'S EVERY DAY LOW PRICED BRAND**

THE FOLLOWING PRODUCT PRODUCT WILL BE BLACKLINED AND STICKERED AT
\$3.00 OFF A CARTON AND \$.30 OFF A PACK. IT WILL BE DEDUCTED
FROM INVOICE AND SHIPPED IN A SPECIAL DISPLAY WITH SIGNAGE

		<u>CARTON DISPLAY</u>	<u>PACK DISPLAY</u>	<u>PACK DISPLAY</u>
1009	PACE KING	2		1
1010	PACE 100	4	1	1
1011	PACE LT KING	2		1
1012	PACE LIGHT 100	3	1	1
1013	PACE MEN LT KING	2		1
1014	PACE MEN LT 100	3	1	1
1015	PACE UL KING	2		1
1016	PACE UL100	2	1	1
TOTAL		20**	4*	8*

DEAL #1915 _____ PACE \$3.00 OFF PER CARTON

**** FLOOR BASE UNIT _____ *4 CTN _____ *8 CTN _____**

CITY _____ STATE _____

51853 0769

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**HAROLD LEVINSON ASSOCIATES
TRADE SHOW PREBOOK -- MARCH 20, 1996**

RETAIL PROMOTION ONLY--PACK OUTLETS

WINSTON

THE FOLLOWING PRODUCT WILL BE BLACKLINED AND STICKERED AT
\$.25 OFF A PACK, AND SHIPPED IN A SPECIAL DISPLAY WITH
ADVERTISING. THIS PROMOTION IS A SPECIAL TRADE SHOW
PROMOTION AND SHOULD NOT BE PLACED IN RJR REGULAR DISPLAYS.

1880	WINSTON KING	<u>4</u>
1877	WINSTON BOX	<u>2</u>
1212	WINSTON 100	<u>1</u>
1879	WINSTON LT KING	<u>1</u>

TOTAL 8
(NOT AUTHORIZED FOR P.M. EXCLUSIVE ACCOUNTS)

**YOUR RJR REP WILL CONTACT YOUR
STORE TO PAY FOR THE BUYDOWN**

CITY _____ STATE _____

51853 0770

AUTHORIZED BY _____

**HAROLD LEVINSON ASSOCIATES
TRADE SHOW PREBOOK -- MARCH 20, 1996**

RETAIL PROMOTION ONLY--CARTON OUTLETS

WINSTON

THE FOLLOWING PRODUCT WILL BE BLACKLINED AND STICKERED AT
\$.25 OFF A PACK/\$2.50 OFF CARTON, AND SHIPPED IN A SPECIAL
DISPLAY WITH ADVERTISING. THIS PROMOTION IS A SPECIAL TRADE
SHOW PROMOTION AND SHOULD NOT BE PLACED IN RJR REGULAR
DISPLAYS. A SPECIAL DISPLAY WILL BE SHIPPED WITH THE PRODUCT.

1880	WINSTON KING	<u>10</u>
1877	WINSTON BOX	<u>3</u>
1212	WINSTON 100	<u>2</u>
1879	WINSTON LT KING	<u>5</u>

TOTAL 20
(NOT AUTHORIZED FOR P.M. EXCLUSIVE ACCOUNTS)

**YOUR RJR REP WILL CONTACT YOUR
STORE TO PAY FOR THE BUYDOWN**

CITY _____ STATE _____

51853 0771

AUTHORIZED BY _____

**HAROLD LEVINSON ASSOCIATES
TRADE SHOW PREBOOK -- MARCH 20, 1996**

DORAL BOX INTRODUCTION

THE FOLLOWING PRODUCT WILL BE BLACKLINED AND STICKERED AT
\$.30 OFF A PACK/\$3.00 OFF A CARTON. IT WILL BE SHIPPED IN A
SEPARATE DISPLAY WITH ADVERTISING.

		<u>CARTON</u>	<u>PACK</u>	<u>PACK</u>
1040	DORAL FULL FLAVOR BOX	8	2	4
1042	DORAL LIGHT BOX	4	1	2
1914	DORAL FF MENTHOL BOX	3	1	2
	TOTAL	15**	4	8*

**YOUR RJR REP WILL CONTACT YOUR
STORE TO PAY FOR THE BUYDOWN**

CITY _____ STATE _____

51853 0772

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**HAROLD LEVINSON ASSOCIATES
TRADE SHOW PREBOOK -- MARCH 20, 1996**

RETAIL PROMOTION ONLY--PACK OUTLETS

SHIP WITH DISPLAY.

BEE' S LOGO HERE

LIGHT

FULL FLAVOR BOX

TOTAL

CITY _____ STATE _____

51853 0773

HAROLD LEVINSON ASSOCIATES TRADE SHOW PREBOOK - MARCH 26, 1996

Delivery Day	Lev. #	Name	Address	Zip	Telephone	Winston		Doral Box			Pace			Bees	
						20 Ctns	8 Pks	15 Ctns	4 Pks	8 Pks	20 Ctns	4 Pks	8 Pks	Lt	IFF Box
	131	Trinity Smoke Shop	160 Pearl Street, New York, NY	10005	212-425-0070		1								
	9770	Arihant News Inc.	1 Wall Street, New York City, NY	10005	212-425-6160		1		1						
	26	Corner Smoke Shop	843 2nd Ave., New York City, NY	10017	212-867-0950		1								
	44	Chanin News	122 42nd Street, New York City, NY	10017	212-6810833		1								
	5131	Z Deli	803 8th Ave., New York, NY	10019	212-315-1659		1								
	7138	Gladys Cigar Co., In.	155 W. 55th St., New York City, NY	10019	212-247-6033	1			1						
	744	8th Ave. Grocery	733 8th Ave., New York, NY	10036	212-757-1261		1								
	1710	U.M.K. Inc.	5582 Broadway, Bronx, NY	10463	718-549-3175									2	2
	2084	Cappy's	113 Driesser Loop, Bronx, NY	10475	718-671-4040		2								
	9618	East View Mobil	1160 Knollwood Rd., N White Plains, NY	10603			1								
	1161	565 Retail Inc	579 South Broadway, Yonkers, NY	10705	914-423-4355	1									
	5212	7-Eleven Food Store	1571 Hempstead Tpk., Elmont, NY	11003			1								
	5990	Plaza Food Shop	38 S. Station Plaza, Great Neck, NY	11021	516-482-8790		1							2	1
	5392	Madu Corp	24-08 34th Ave., Astoria, NY	11106									1		
		Eggnogas Corp.	Atlantic Ave., Brooklyn, NY	11120	718-277-8299		1								
		Prospect Park Grocer	263 Prospect Park West, Brooklyn, NY	11215	718-965-9261		1								
		Rashmi Stationery	211-12 Northern Blvd., Bayside, NY	11361	718-279-3044		1							2	2
	8796	Springfield News Inc.	61-19 Springfield Blvd., Bayside, NY	11363	718-631-8094		1								
	6748	Bagel Oasis	183-12 Harace Harding Blv, Fresh Meadow	11365	718-359-9245		1								
	3698	S & N Pharmacy	68-50 Main St., Flushing, NY	11367	718-544-4856		1								
	7777	KHD Enterprises Corp.	37-66 82nd St., Jackson Heights, NY	11372	718-335-8499	1									
	5499	Jalaram Smoke Shop	8261 Broadway, Elmhurst, NY	11373	718-779-6273							1			
	5	Maspeth News	69-20 Grand Ave., Maspeth, NY *	11378	718-397-5633	1								1	1
	9599	Kiryako Mini Mart	2960 Gates Ave., Ridgewood, NY	11385	718-621-9305		1								
	898	Ragtime	15748 Cross Bay Blvd., Howard Beach, NY	11414	718-543-6958	1									
		Community FD Corp	117-01 Hillside Ave., Richmond Hill, NY	11418	718-441-3153	1									
	5705	A & S Convenience	63 N. Village Ave., Rockville Ctr., NY	11470	516-536-2672		1		1					1	1
	2068	Quality News	Roosevelt Field Mall, Garden City, NY	11530										1	1
	3382	This & That Card & Gift	815 Carmen Ave., Westbury, NY	11530	516-334-1315							1		2	2
		7-Eleven Food Str	206-C Glen Cove Ave., Glen Cove, NY	11542	516-876-8868									1	1
	6685	Kings Hempstead Phar	112 Fulton Ave., Hempstead, NY	11550	516-485-7800		1							2	1
	3602	Front Convenience	1027 Front St., Uniondale, NY	11553	516-565-3646				1					1	1
	5527	Bambi Stationery	479 Newbridge Rd., East Meadow, NY	11554	516-783-7427						1				
	3309	Last American Outpost	810 West Beach St., Long Beach NY	11561	516-432-0606		1							2	2
	6501	Tobacco Connection	3226 Long Beach Rd., Oceanside, NY	11572	516-763-4300	4	1								

51853 0774

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						20 Ctns	8 Pks		15 Ctns	4 Pks	8 Pks	20 Ctns	4 Pks	8 Pks	Lt	IFF Box
	6114	Total Food & Bev	565 Atlantic Ave., Oceanside, NY	11572	516-766-0066										2	2
	10648	Manohar Disc. Ctr	3560 Long Beach Rd., Oceanside, NY	11572								1				
		Shah Convenience, Inc.	3122 Long Beach Rd., Oceanside, NY	11572	516-536-8940		1									
			1309 Adelstein, Roslyn Heights	11577			2									
	1319	Westner Management	562 W. Merrick Rd., Valley Stream, NY	11580			1									
	7053	7-Eleven	260 Old Country Rd., Westbury, NY	11590	516-334-6811										1	1
	8195	Babaoglu Service	860 Old Country Rd., Westbury, NY	11590	516-334-9786										1	1
	9131	A & A Cards	26-28 West Village, Hicksville, NY	11590	516-796-4734		1									
	6196	732 E233 St. Beer Dist.	87-06 Rockaway Bch Blvd, Rockaway Bch	11693	718-318-4800	2						2			3	3
	5661	Henry Deli	803 North Broadway, Amityville, NY	11701	516-789-5034		1			1						
	9284	North Babylon	170 Bayshore Rd., North Babylon, NY	11703	516-586-9592		1					1				
		7-Eleven	1375 Brentwood Rd., Bayshore, NY	11706	516-665-0739										1	1
	1165	Card Showcase	1896 Newbridge Rd., Bellmore, NY	11710	516-785-9183		1			1					2	2
	3490	Bohemia Drugs	1104 Smithtown Avenue, Bohemia, NY	11712	516-589-3740					1					1	1
		7-Eleven Food Store	One Farmingdale Rd., Bethpage, NY	11714	516-931-5921										1	1
	9257	Deniz Pet Inc.	49 Montauk Hwy, Bluepoint, NY	11715	516-363-2819	1				1					1	1
	3540	Shanes	125 Clarke Street, Brentwood, NY	11717	516-231-5592		1									
	8277	7-Eleven Grippi	135 Marktree Rd., Centereach, NY	11720	516-467-6872										1	1
		7-Eleven Food Store	166 Suffolk Ave., Central Islip	11722	516-234-6622										1	1
		Thrifty Beverage	70 West Suffolk Ave., Central Islip, NY	11722	516-234-1900		1									
		7-Eleven Food Store	382 Veterans Highway, Commack, NY	11725	516-543-9575										1	1
	2729	Sunrise Stationery	1708 Sunrise Hwy., Copiague, NY	11726	516-842-3870	1	1									
	3583	7-Eleven Food Store	Rte. 25 Near Westfield Rd., Coram, NY	11727	516-695-4204										1	1
	2595	Deer Park Stationery	526 Commack Rd, Deer Park, NY	11729	516-242-1333	1	1				1				1	1
	5443	Texaco Service	1901 Deer Park Ave., Deer Park, NY	11729	516-595-2285		1									
	6705	DJM Serv. Station	2111 Deer Park Ave., Deer Park, NY	11729	516-667-0570		1									
		Getty Mart	East Montauk Hwy, East Islip, NY	11730	516-581-3959										1	1
	490	Boundary Grocery	47-08 Boundary Avenue, Farmingdale, NY	11735	516-541-7710										1	1
	1349	Woody-Goody Inc.	695 Main Street, Farmingdale, NY	11735	516-293-0150					1					2	2
	7477	Video Mart	711 Horseblock Rd., Farmingville, NY	11738	516-732-3777		1								1	1
	2443	USA 1	1515 Broadway, Holbrook, NY	11741	516-588-5128		1								2	1
	3285	Grillo Candy	1248 Grundy Ave., Holbrook, NY	11741	516-585-9813										1	1
	5014	Smileys Cards	241 Broadway Greenla, Huntington, NY	11743	516-757-7543		1									
	6137	Huntington Bev	1687 New York Ave., Huntington Sta., NY	11746	516-427-0984	1	1								1	1
	1171	S & T Discount	394 Walt Whitman Rd., Melville, NY	11747	516-549-3728										5	5

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						20 Ctns	8 Pks	15 Ctns	4 Pks	8 Pks	20 Ctns	4 Pks	8 Pks	Lt	FF Box
		7-Eleven Food Store	2715 Union Blvd., Islip, NY	11751	516-277-9531									1	1
		7-Eleven Terrace	56 Lowell Ave., Islip Terrace, NY	11752	516-581-7220									1	1
	288981	San Remo Shell	25A & Grove Rd., Kings Park, NY	11754	516-724-0148									1	1
	6025	Peter's Corner Candy	Nassau Mall, Levittown, NY	11756	516-796-8874		1								
	4283	Linwood Deli	302 35 Street, Lindenhurst, NY	11757	516-226-5390		1								
	6909	We'll Do You Right	732 N. Wellwood Ave., N. Lindenhurst, NY	11757	516-226-9664									1	1
	34	Massapequa Smoke Shop	685 Broadway, Massapequa, NY	11758	516-799-5300									1	1
	4064	7-Eleven Food Store	5570 Merrick Rd., Massapequa, NY	11758	516-995-4230									1	1
	10822	Harys Parkside Exp.	1021 Park Blvd., Massapequa, NY	11762	516-797-1701	2									
	4123	Medford Smokeshp	2544 Route 112, Medford, NY	11763	516-447-622		1							1	1
	8284	7-Eleven Food Store	2725 Route 112, Medford, NY	11763										1	1
	2167	Harbor Stationery	25 E. Main St., Oyster May, NY	11771	516-922-4511									1	1
	4445	7-Eleven Food Store	286 W. Roe Blvd, Patchogue, NY	11772	516-654-4364		1							1	1
	6131	Rocky Point Beer	650 Rt 25 A, Rocky Point, NY	11778	516-744-2566	1									
	7313	Lake Village Market	904 Johnson Ave., Ronkonkoma, NY	11779	516-588-5926									1	1
		Shop & Go	531 Route 111, Hauppauge, NY	11788	516-360-0928		1		1						
	112	Hari Krupa	942 South Broadway, Hicksville, NY	11801	516-433-5507		1								
	3741	Amoco-Akbil	400 South Oyster Bay, Hicksville, NY	11801	516-433-9243						1			2	1
	5979	Express Mini Mart	5 Bethpage Rd., Hicksville, NY	11801	516-938-5656	1		1						1	1
		Oyster Bay Shell	404 So. Oyster Bay Rd., Hicksville	11801	516-931-8939		1		1			1			
	7592	Handy Pantry	325 Main St., Center Moriches, NY	11934	516-878-9629							1			
		7-Eleven	Mattituck, E. Cutchogue, NY	11935										1	1
	2178	7-Eleven Food Store	C.R. 111 & Chapman Blvd., Manorville, NY	11949	516-878-0777									2	2
	6637	World Mart Inc.	80A Horseblock Rd., Yaphank, NY	11980	516-345-2637	1									
	2511	County Line Cards												1	
	5154	Circle M Discount Beverage Barn					1								
	5178						1								
	5740	Newsotel 11 Inc.					1								
	6010	Stationary Plus					1								
		7-Eleven Food Store	2800 Coney Island Ave., Brooklyn, NY				1								